

NON-MENTHOL AD

From Philip Morris.

NICOTINE EXTRACTED
TOBACCO

HOW A HILL OF BEANS HELPED PERCOLATE
THE NEXT BREAKTHROUGH IN SMOKING.

"If they can remove caffeine from coffee and still keep its distinct flavor, why can't we do the same with tobacco?"

That simple question inspired Philip Morris to create the first cigarette made with nicotine-extracted tobacco.

97% of the nicotine has been removed. Taken away naturally by our patented extraction process, the same way caffeine is removed from coffee

Leaving our mild natural tobaccos
mild and natural

And leaving you with a clean,
tender, light smoke unlike any
you've ever tried.

WHAT YOU WANT
OUT OF A CIGARETTE.

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

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